MARLBORO UNLIMITED

RETAILER REWARDS

WELCOME

You're on board with the biggest promotion to hit Marlboro Country. Marlboro Unlimited. The Train. The Trip. The Gear. And the Retailer Rewards – the most exciting ever.

Thank you for signing up!

This colorful box is our way of saying "Welcome to Marlboro Unlimited Retailer Rewards!" To show our appreciation for your participation, we've sent you a special gift:

THE MARLBORO UNLIMITED CAP, a six-panel, brushed cotton twill cap with the diamond-shaped Marlboro Unlimited logo.

Also enclosed is a newsletter created especially for retailers:

THE *ON TRACK* NEWSLETTER is full of interesting and important information about the Marlboro brand, the Marlboro Unlimited Promotion, and the Retailer Rewards program. You'll find everything from a 3-month promotion schedule to details on the Retailer Rewards Grand Prize trip aboard the Train...from tips on how to make the most of the promotion to fun facts about the unique, custom-built train that drives the Marlboro Unlimited promotion.

So get into the spirit with your **MARLBORO UNLIMITED CAP** and your copy of the ***ON TRACK*** newsletter. We certainly hope you'll enjoy the increased traffic and unlimited opportunity that comes with the territory called Marlboro Country!

All aboard!

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